



Social Media Guide

Helpful Tips

Connect with Your Community

Social Media is a quick, easy, and FREE way to share valuable resources, raise awareness, and show supporters the good work your organization is doing in the community. Donors love to see the tangible impact their dollars are having and will likely be inclined to give more and/or share your efforts with their networks.

Keep it Simple

It's all about the graphics! People are naturally drawn to graphics, so you'll find the most success in sharing infographics, videos, and photos of your programs at work (While considering photo consent rules for minors and vulnerable clients). Keep any written captions concise and news articles relevant.

Encourage Interaction

People feel valued when their voices are heard. Involve followers by asking thought-provoking open-ended questions, e.g. "What's your favorite activity to do with your kids on the weekend?" Feel free to use contests/prizes to incentivize followers to comment on and share your posts.

Be Consistent, Reputable, and Professional

Strive to be a reliable resource to your community! Treat social media posts as you would a press release. Be professional, use proper grammar, and learn to recognize reputable sources. Always keep these practices in mind when posting- Facebook, Instagram, and Twitter may be free platforms, but they should still be taken seriously.

Not Sure What to Post?

Many of you don't have significant time or resources to invest in social media and that's okay! There are many organizations that DO have the resources to invest in this type of marketing. Please see the National and State Prevention Partners document and other materials within this toolkit for social media ideas.

Ask for Help!

It's okay to be intimidated by social media. It will take some practice, but once you get the hang of it, the positives to your organization will be worth it! As always, we are here to help you, and look forward to partnering with you online this CAP Month! **Please don't hesitate to contact Taylor Williams at williamst41@michigan.gov with any questions.**

Social Media CAP Month Messaging

- April is Child Abuse Prevention Month #CAPmonth. (www.michigan.gov/ctf).
- The pinwheel is the national symbol of child abuse prevention #CAPmonth. Join us in posting a virtual pinwheel garden on your website or social media www.michigan.gov/ctf
- The statistics are clear. Michigan's children need our help now! Let's give them a voice, <http://www.childhelp.org/child-abuse-statistics/> #CAPmonth.
- No child deserves to be neglected or abused. Support the _____ Children's Trust Fund Local Council #CAPmonth.
- All children have a right to grow up in a nurturing environment. Learn more at www.michigan.gov/ctf #CAPmonth.
- Promote the health and well-being of every child in your community #CAPmonth.
- Donate to child advocacy causes #CAPmonth (www.michigan.gov/ctf).



Children's Trust Fund

Michigan's chapter of  Prevent Child Abuse America

- Preventing child abuse before it occurs is the responsible way to manage our society's future #CAPmonth.
- Support families that are under stress #CAPmonth (www.michigan.gov/ctf).
- Innovative prevention services lay the foundation for children's growth and development #CAPmonth (www.michigan.gov/ctf).
- How can we ensure that every child has an equal opportunity for healthy growth and development #CAPmonth?
- Americans are awakening to the role we all play in protecting the lives of children #CAPmonth.
- The time is now to protect our children from abuse and neglect #CAPmonth.
- Participate in youth-focused community organizations #CAPmonth (www.michigan.gov/ctf).
- Our ability to thrive as a society depends on how well we foster the health and well-being of the next generation #CAPmonth.
- @yourname focuses on public programming that prioritizes child development & prevention of child abuse & neglect #CAPmonth.
- Think of the connection between child development & economic development. When we invest in healthy child development, we invest in community & economic development, as flourishing children become the foundation of a thriving society #CAPmonth.
- When the entire community takes responsibility for creating healthy environments for children, we lay the foundation for growth and development.
- Invest in prevention—getting it right early is less costly, to society & individuals, than trying to fix it later. (www.michigan.gov/ctf)
- Implementing effective policies and strategies to prevent child abuse and neglect can save taxpayers more than \$104 billion a year.

Helpful Resources

- Follow Facebook pages such as Prevent Child Abuse America, Great Start Collaborative, Michigan Department of Health and Human Services to comment and share when appropriate for your council.
- Using hashtag, #CAPmonth brings like-minded social media posts together to create community awareness.
- Connect and collaborate with all CTF grantee organizations for your CAP Month postings and other CAP Month endeavors.
- Posting pinwheel photos or the Pinwheels for Prevention symbol w/your Facebook entries is a better tool for marketing your message. Seek out local high school and/or college students to assist with social media marketing.